



## **Callaway Golf(R) Introduces the Ultimate in Customization With New I-MIX(TM) Technology**

CARLSBAD, Calif., Jan 15, 2008 (BUSINESS WIRE) -- Callaway Golf (NYSE: ELY) today announced the introduction of I-MIX Technology, a major breakthrough in do-it-yourself club customization. The new technology, which capitalizes on the U.S. Golf Association and Royal & Ancient's rule change on club adjustability, gives golfers the ability to create the perfect driver for their game every time they play.

Callaway Golf's I-MIX Technology, featuring a wide variety of the most sought-after shafts in the market, including shafts from Aldila, Fujikura, and Mitsubishi Rayon, will be available on FT-i(R) and FT-5(R) club heads. More than 1,600 shaft-head combinations will give golfers the flexibility to quickly customize their driver to meet the varying challenges each individual round of golf presents.

"Our new I-MIX Technology gives golfers the same access and ability to experiment and optimize their equipment that tour professionals have," said Jeff Colton, Senior Vice President of Research and Development for Callaway Golf. "No one's swing is the same from day-to-day - neither are the weather or course conditions. Our I-MIX Technology gives everyone the ability to quickly and easily customize their equipment, every time they play."

In addition to the clubhead and shaft options, I-MIX Technology includes Callaway Golf's Opti-Fit(R) Weighting System, which lets golfers choose a Draw or Neutral center of gravity (CG) position to help counteract their most common swing flaws for longer and straighter drives.

Callaway Golf I-Mix Technology will be available at select golf retail outlets nationwide and at [shop.callawaygolf.com](http://shop.callawaygolf.com). The Manufacturer's Suggested Retail Prices for the FT-5 and FT-i clubheads are \$435 and \$500 respectively, prices for shafts range from \$185 to \$435.

### About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf(R), Odyssey(R), Top-Flite(R), and Ben Hogan(R) brands in more than 110 countries worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com) or [www.Shop.CallawayGolf.com](http://www.Shop.CallawayGolf.com)

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